



THE FOUNDING FOCUS

Southern California SWANA Founding Chapter
Winter Newsletter 2010

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Monterey, CA

November/2010

SEASON'S GREETINGS



*Happy Holidays from
Southern California SWANA Founding Chapter*



President's Message

As the New Year approaches, I'd like to take this chance to thank you for the opportunity to serve as So Cal SWANA's president for 2011 and to look ahead with you at the challenges and opportunities that we will be facing. 2011 promises to be another interesting year for the waste industry as we experience the recession's impact on tonnage levels and its resulting affect on our bottom-line. Lower operating funds will make capital project funding more difficult, and there is little relief from escalating environmental regulations. But, I contend that it's all in the way we look at things - it goes back to the old adage of a glass being half-empty or half-full. We can point out the continuing challenges in our industry or we can recognize the opportunities that lie within those obstacles. Rather than focusing on lower revenue streams, let's highlight the extended life of our landfills that results from the lower tonnages. Instead of bending under the burden of unfunded mandates, we can look at the environmental opportunities we

June 16
Board Meeting

July 14
Joint Chapter Meeting
SWANA / SCWMF

August 18
Board Meeting

August 23-25
[WASTECON](#)
Nashville, TN

September 15
Chapter Workshop
Balboa Bay Club,
Newport Beach

[View all upcoming
National Events](#)

have to use our landfill by-products and enhance our green footprint. Let's celebrate our accomplishment of adding 34 new members - the highest number ever to have joined our chapter of SWANA in one year - and look forward to exchanging ideas at our meetings and get-togethers in the upcoming year. Peter Drucker once said, "The best way to predict the future is to create it." Let's take these upcoming months and do just that. Together, within the framework of the So Cal Chapter of SWANA, we have an opportunity to make a difference and guide the development of solid waste management in our region. Individually, we can do the most with our own jurisdictions and collectively we can come together to bring positive impacts from the responsible and innovative practice of solid waste management. I'm looking forward to a year of opportunity.

Mike Giancola
OC Waste & Recycling
President, Southern California SWANA Founding Chapter

Did you know...?

Board of Directors

Mike Giancola
President

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Public Director

Robert Ferrante
Public Director

A Little SWANA History



In 1961 a small group of local government solid waste program supervisors in the Los Angeles basin formed the Governmental Refuse Collection and Disposal Association (GRCDA) to provide a means for solid waste professionals to share information and promote training.

By 1978 GRCDA had grown to about 900 members in 10 chapters in various western states and parts of Canada and hired its first Executive Director, Lanny Hickman. July 1st of that year, GRCDA established its first permanent office at 16th & K. Street, NW. In the summer of 1981, GRCDA moved their offices to Silver Spring, Maryland, just outside Washington, DC. In 1992 GRCDA changed its name to the Solid Waste Association of North America (SWANA) to reflect how the field had broadened from refuse collection and disposal to all aspects of municipal solid waste management. When Lanny Hickman retired in 1996, John H. Skinner, Ph.D., was selected as Executive Director/Chief Executive Officer.

Having grown and broadened its membership of public sector and private sector municipal solid waste management professionals, SWANA is now the largest member based solid waste association in the world with 45 Chapters, in the U.S., Canada and the Caribbean and over 8,200 members.

2011 Western Regional Symposium

[Call for Papers](#)
40TH ANNUAL SWANA

Jim Kuhl
Public Director

Scott Ramey
Executive Director
So Cal SWANA
Association

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WESTERN REGIONAL SYMPOSIUM
"Using Our Past to Transform the Future: Opportunities for
Getting to Zero"
MAY 16 - 19, 2011
EMBASSY SUITES: MONTEREY BAY - SEASIDE, CA
SPONSORED BY SWANA CALIFORNIA CHAPTERS -
SOUTHERN CALIFORNIA FOUNDING & THE SIERRA CHAPTER
HOSTED BY THE GOLD RUSH CHAPTER

[Click here for papers form.](#)

Southern California SWANA Chapter Workshop

January 20, 2011
Dave & Buster's
4821 Mills Circle, Ontario

"The Evolution and Future Trends of Recycling Sorting
Technology"
Stu Clark, Dave Edwards Inc.

"Watching Your Waste Line - Food Scrap Recycling Successes &
Challenges"
Wes Thompson, Kim Braun, Myesha Jones, City of Santa Monica

"On Track for the Future with Waste-by-Rail"
Connie Christain, Los Angeles County Sanitation Districts

Time: 10:00am - 1:30pm

Cost: Members \$50.00 | Non Members \$60.00

[Click here to register...](#)

Meet your So Cal SWANA Board of Director



Robert Ferrante
Los Angeles County Sanitation District

**What is your real job and what do you really
do, as opposed to your work as a Board
Member?**

I am the Solid Waste Management Department Head for the Los Angeles County Sanitation Districts of Los Angeles County (Districts). The Department is responsible for operating three landfills, three material recovery facilities/transfer facilities, one waste-to-energy facility, and maintaining three closed landfills. With the closure of Puente Hills Landfill around the corner, the Districts are also working on developing the infrastructure for the Waste-by-Rail system that will be able to take Los Angeles

County refuse to the Mesquite Regional Landfill in Imperial County.

How did you end up in the solid waste industry?

I actually started my career on the wastewater side of the Districts. My first five years, I worked on air quality permits and regulations for the Districts' wastewater facilities. I then spent the next five years working at the Joint Water Pollution Control Plant in wastewater operations and at the on-site power plant. I then transferred into Solid Waste to manage the Districts' solid waste power plants.

Any words of wisdom for Chapter Members?

Networking is an important part of anyone's job and SWANA provides many opportunities to meet other professionals. Come out to the local workshops and meet others that are facing similar challenges. Members should also take advantage of SWANA's training opportunities.

WASTECON 2011



[Click here for more information on WASTECON 2011](#)

Thank you for your continued support!
Southern California SWANA Founding Chapter
Association Office